

identification of that customer;

circuitry responsive to the entry of said unique customer identification at said terminal during said transaction for transmitting to said point-of-sale during said transaction a customer information response signal; and

wherein said customer information response signal depends upon data stored in said database indicating dollar amount of at least one prior purchase associated with said unique customer identification.

18. (New) The system of claim 17 wherein said customer information response signal depends upon dollar amount of a plurality of prior purchases associated with said unique customer identification.

19. (New) The system of claim 17 wherein said customer information response signal also depends upon a frequency of prior purchases associated with said unique customer identification.

20. (New) The system of claim 17 wherein said terminal can also receive customer transaction data.

21. (New) The system of claim 17 wherein said data regarding said individual customer's prior transactions stored in association with said individual customer's identification in said database includes transaction frequency and dollar amount.

22. (New) A computer implemented method for providing a signal at a point-of-sale depending upon a customer's shopping history, comprising:

entering in a terminal, during a transaction, a unique customer identification;

storing, in a database, transaction data from prior shopping transactions for a plurality of customers, such that data regarding a customer's prior transactions are stored in association with

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said an identification of that customer;

transmitting to a point-of-sale during said transaction a customer information response signal in response to the entry of said unique customer identification at said terminal during said transaction; and

wherein said customer information response signal depends upon data stored in said database indicating dollar amount of at least one prior purchase associated with said unique customer identification.

23. (New) The method of claim 22 wherein said customer information response signal depends upon dollar amount of a plurality of prior purchases associated with said unique customer identification.

24. (New) The method of claim 22 wherein said customer information response signal also depends upon a frequency of prior purchases associated with said unique customer identification.

25. (New) The method of claim 22 further comprising the step of receiving in said terminal customer transaction data.

26. (New) The method of claim 22 wherein said data regarding said individual customer's prior transactions stored in association with said individual customer's identification in said database includes transaction frequency and dollar amount.

27. (New) A computer implemented system for updating data in a customer database, comprising:

a terminal for entering, during a transaction, a unique customer identification and transaction data for said transaction;

a database storing transaction data for a plurality of customers from prior shopping

transactions, such that transaction data regarding prior transactions of a customer are stored in association with identification of that customer; and

circuitry responsive to the entry of said unique customer identification and said transaction data at said terminal for updating transaction data and a dollar amount of purchases associated with said unique customer identification in said customer database.

28. (New) The system of claim 27 wherein said circuitry updates said transaction data associated with said unique customer identification during said transaction.

29. (New) The system of claim 27 wherein said database also stores a date of said transaction.

30. (New) A computer implemented method for updating data in a customer database, comprising the steps of:

entering in a terminal, during a transaction, a unique customer identification and transaction data for said transaction;

storing, in a database, transaction data for a plurality of customers from prior shopping transactions, such that data regarding a prior transactions of a customer are stored in association with identification of that customer; and

updating transaction data and a dollar amount of purchases associated with said unique customer identification in said customer database in response to entry of said unique customer identification and said transaction data at said terminal.

31. (New) The method of claim 30 wherein said circuitry updates said transaction data associated with said unique customer identification during said transaction.

32. (New) The method of claim 30 further comprising the step of storing in said database a date of said transaction.

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33. (New) A computer implemented customer database storing transaction data from prior point-of-sale transactions for a plurality of customers, such that data regarding a customer's prior transactions of a customer are stored in association with an identification of that customer, wherein said transaction data comprises:

dollar amount of purchases and time period.

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34. (New) A computer implemented customer database storing transaction data from prior transactions for a plurality of customers, such that data regarding a customer's prior transactions are stored in association with an identification of that customer, wherein said transaction data comprises:

total dollar amount of purchases purchased during a period of time associated with an identification of a customer.

35. (New) The database of claim 34 wherein said period of time is one of a day and a week.

36. (New) The database of claim 34 wherein said transaction data further comprises a number of transactions associated with an identification of a customer.

37. (New) The database of claim 34 wherein said transaction data further comprises a frequency of transactions associated with an identification of a customer.

38. (New) The database of claim 34 wherein said transaction data further comprises a frequency of transactions for a specified period of time associated with an identification of a customer.

39. (New) The database of claim 38 wherein said specified period of time is one of a day and a week. - -